

Abstract of the Disclosure

A method and an apparatus for adaptively enhancing a color of an image are provided. The apparatus includes a saturation component deriving unit, a saturation enhancement function determining variable calculator, a saturation enhancement unit, and a saturation component synthesizing unit. The saturation component deriving unit derives a saturation component from an input image. The saturation enhancement function determining variable calculator determines a saturation enhancement function used to enhance the saturation of the input image based upon a predetermined reference value. The saturation enhancement unit changes the derived saturation component using the saturation enhancement function. The saturation component synthesizing unit synthesizes the changed saturation component and other components of the input image and generates an output image based upon the synthesized components.